scheduling the presentation of an advertisement based upon the at least one aspect of the content of the information.

46. The method for scheduling advertisements of claim 45 wherein the advertisement is scheduled to be presented within a predetermined time after the at least one aspect of the content of the information.

47. The method for scheduling advertisement of claim 45 when the information label specifies at least a level and type of content related to sex or violence, and wherein the advertisement is scheduled to be presented within a predetermined time after the determination of sex or violence in the information.

48. A method for selecting a local information label for at least one user comprising the steps of:

storing a local information label associated with said at least one user;

identifying said at least one user based upon recognition of the voice, finger print or other physical feature of said at least one user; and

selecting a local information label based upon the identification of said at least one user.

49. A method for compiling a history of information use for an individual user comprising the steps of:

receiving at a user location information which is associated with an

information label that specifies at least one aspect of the content of the information; and

storing information about the received information in association with the

identify of the user in response to the information label associated with the received

information to compile a history of information use for the user.

50. The method of claim 49 comprising the additional steps of presenting to the

user a menu of information based upon the stored history of information use.

51. The method of claim 49 comprising the additional step of receiving

information based upon the stored history of information use.

52. A method of forming a local information label at a user location comprising

the steps of:

receiving at the user location information which has associated therewith

information label related to content of the information;

generating an indication that the user finds the information acceptable or

unacceptable; and

creating a local information label based at least in part upon the information

label associated with the received information in response to said indication.